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U. S. Department of Agriculture

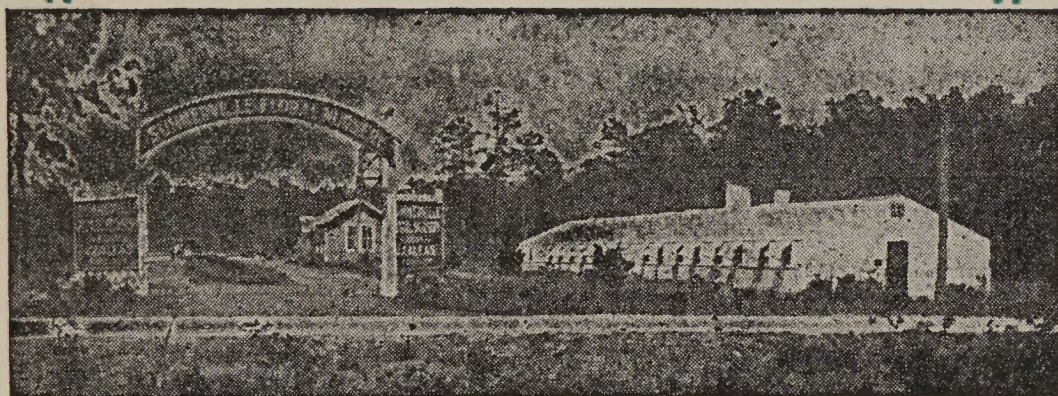
The

Summerville Floral Nursery

GEO. SEGELKEN, Proprietor

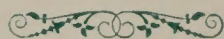
(PRICE LIST)

1940



Summerville, S. C.

“The Flower Town in the Pines”



P. O. Box 611

Dial 5331

Res. 2586

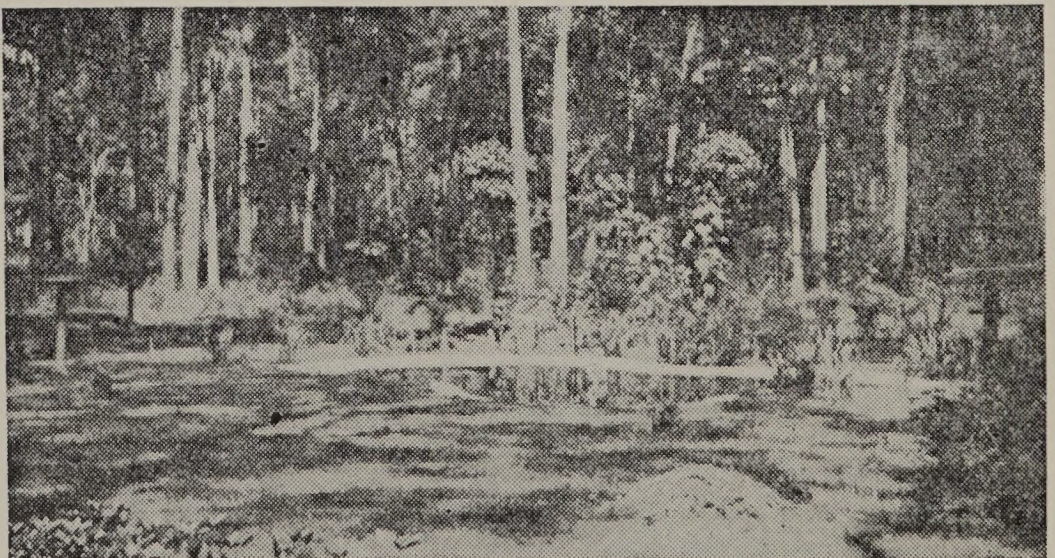
SUMMERVILLE, S. C.

"The Flower Town in the Pines"

In the heart of the Azalea center of the South, is found this beautiful town—nestling among the tall Pines and lovely moss draped Oaks. Beautiful the whole year round, it is most beautiful in the spring, a veritable Paradise, flowers of all kinds, and especially among these is found the Azalea, with its mass of flowers in colors of white, rose, pink, salmon, purple, red, orange and many varieties variegated in different shades. Here is also found the Camellia Japonica, covered with its beautiful flowers of various colors.

In this, the Flower Town in the Pines, we find the three original plants of our own Pride of Summerville, so named by us for this beautiful and unusual town. Being propagated by us, we class it as our outstanding Azalea of the Indica species.

In Summerville, we have set out over twenty-eight thousand Azalea plants in the Municipal Azalea Gardens of the Indica, Japanese and Kurume type, besides Camellia Japonicas and other evergreens. Visit our Town and see for yourself the beauty that is indescribable, also visit the Azalea Gardens, no admission is charged and visitors are always welcome. Then visit our Nursery, where we have hundreds of thousands of Azaleas, and see where all these beautiful plants are grown. We also have a formal Azalea Garden here at our Nursery, from which you can form ideas for the planting of your own garden—for no garden is complete without this lovely evergreen shrub—"The Azalea".



Bird Sacrarium at Municipal Gardens--showing pool, feeding trays and shrubbery

AZALEAS

Azaleas come first and highest among the flowering evergreen shrubs and are without a doubt the most beautiful flowering plants we have in the South. No other shrub adds that touch of beauty, giving such a variety of colors, at that season of the year. They have a long blooming season, beginning in the winter and extending into June. In planting a garden they are unequalled and no garden is complete without a number of these flowering shrubs. All Azaleas are profuse bloomers and every plant is a mass of color during its blooming period. Azaleas may be used as specimen plants, in the foundation planting in the shrubbery border, or in beds by themselves.

The Indica, Japanese and Kurume species are outstanding among the Azaleas. The Indica Azalea, originally imported from India, is the tall, fast growing type; producing large showy blooms in various colors. The Kurume is not as fast growing as the Indica, but of more compact form, the flowers being smaller of the hose-in-hose, single and double type they are profuse bloomers.

We now offer a large stock of the best selected varieties of the Indica, Japanese and Kurume Azaleas. All plants from the smallest to the largest size are well rooted, bushy, healthy and strong and will give entire satisfaction in every respect.

AZALEA INDICA

The Azalea Indica is one of the fastest growing type, with masses of large flowers covering the entire bush, and during their blooming season are a beautiful sight, being unrivaled by any other flowering shrub. The Indica Azalea can be safely grown in any climate where the temperature does not go below 10 degrees above zero.

SALMON

Pride of Summerville—Midseason, fast, bushy grower. So unusual is its pure salmon-pink color, its leaf and other characteristics that we have established it as our leading variety.

Nora Lee Salsom—Late. Low, bushy compact plant. True salmon flower.

Light Salmon—Late bloomer. Dark glossy leaves. Large flowers.

L. A. W. Salmon—Midseason. Blooms profusely. Bushy grower.

Compte de Neuporte—Early. Low grower—very spready. Large Salmon-pink flower.

PINK

Geo. Franc—Early. Large pink flower with dark blotch in center. Bushy grower.

Elegans—Early. Light pink flower. Fast grower with good foliage.

Pride of Mobile—Midseason. Large flowers. Watermelon pink. Fast compact grower.

Medium Pink—Midseason. Cup shape pink flower shading to deep pink in center. Fast grower.

Harry Viechie—Midseason. Beautiful large pink flower with ruffled edge. (Price same as Japanese and Kurume).

ROSE PINK AND RED

Praestantissima—Late. Free flowering. Compact grower with good foliage. Rose pink flowers.

Pride of Dorking—Late. A good grower and very free flowering. Cerese-red flowers.

Salmon Red — Midseason. Large flowers. Open grower.

American Beauty—Late. Compact grower with good foliage. Flower color of American Beauty Rose.

Rosea Purpurea — Midseason. Dark rosy purple flowers. Strong grower.

Prince of Wales—Midseason. Bushy, Compact grower. Free flowering. Rose red.

Mazyck—Late. Deep red flower. Compact grower.

President Clay—Early. Flaming red, medium flower. Tall open grower.

LAVENDER

Formosa—Early bloomer. Large purple pink flower. One of the fastest and easiest growing varieties, with good foliage.

Lavender—Early. Medium flower.

Violace Rubra—Midseason. Strong growing. Flower a deep rose purple with wavy petals.

WHITE

Alba Maculata—Late blooming. Beautiful large white flowers. Of medium growth.

Fielders White—Early blooming. Large pure white flowers. Good foliage.

ORANGE RED

Macrantha Orange—Very late. Bushy grower. Flower medium size.

Prince of Orange — Midseason. Compact grower, free flowering with orange-red flowers.

Coccinea Major—Midseason. Open grower with good foliage. Orange-red, medium flower.

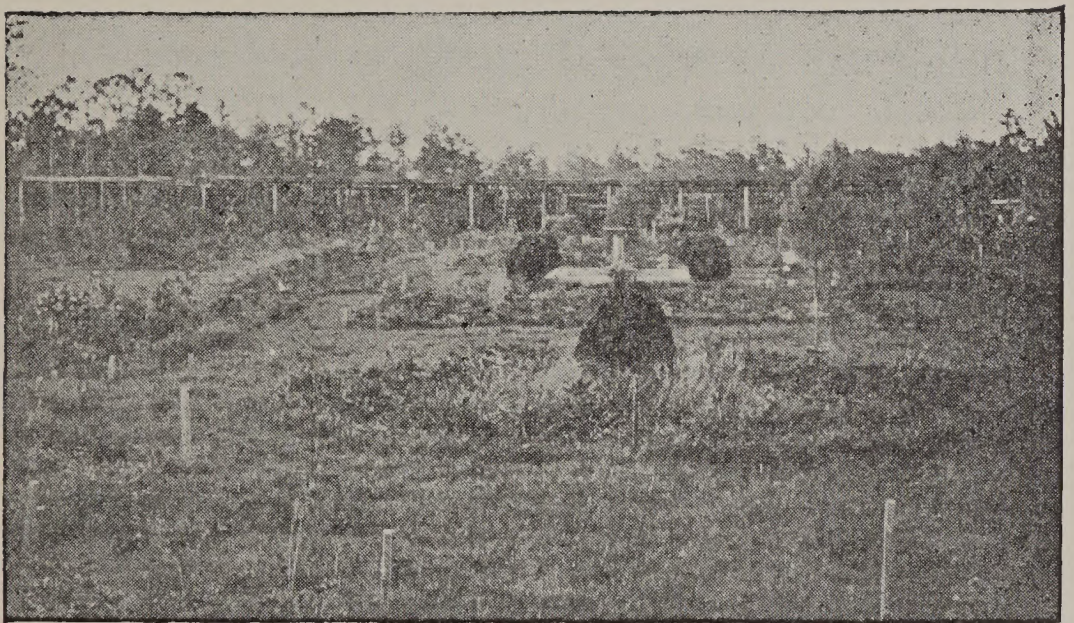
Glory of Sunninghill — Midseason. Of medium growth—compact—dark green leaves. Large orange red flower.

PRICES OF INDICA AZALEAS

	each	dozen	hundred
6-8 inch, with Buds---	\$.35	\$ 3.50	\$ 25.00
8-10 inch, with Buds--	\$.50	\$ 5.50	\$ 40.00
10-12 inch, with Buds	\$.75	\$ 8.00	\$ 55.00
15 inch, with Buds---	\$1.00	\$10.00	\$ 75.00
18 inch, with Buds---	\$1.50	\$15.00	\$115.00
20-24 inch, with Buds	\$2.50	\$25.00	\$185.00
3 ft., with Buds-----	\$3.50	\$35.00	\$270.00
4 ft., with Buds-----	\$4.50	\$45.00	\$350.00

Prices on larger specimens upon request.

All Plants are Balled and Burlapped.



Azalea Garden at Nursery

JAPANESE AND KURUME AZALEA

The Japanese and Kurume Azaleas are not as fast growing as the Indica Azalea, but of a more compact form. These plants when in full bloom are very showy and are so covered with flowers that the leaves cannot be seen. They are very hardy and can be grown safely out of doors farther north than the Azalea Indica. Your garden will not be complete without these beautiful evergreen shrubs.

PINK

Exquisite—Early. Large hose-in-hose type flower in a beautiful salmon-pink. Bushy grower with dark green foliage.

Daybreak—Midseason. Large clusters of light pink single flowers. Good green foliage.

Coral Bell—Midseason. Beautiful shell-pink hose-in-hose type flower, shading to deeper pink center, Free flowering, small rounded foliage.

Cherry Blossom — Midseason. Light pink, hose-in-hose flower, shading lighter at the center.

Pink Pearl—Midseason. Cherry blossom pink, hose-in-hose flower—in dense clusters.

Macrantha (single pink) — Late. Good compact grower. Bushy.

Macrantha (double pink) — Late. Good compact grower. Bushy.

ROSE PINK AND RED

Sunstar—Early through midseason. Flower deep rose-pink, single. Open grower.

Red No. 23—Midseason. Fast open grower. Orange red single flower.

Hexe—Late. Large hose-in-hose flower of deep red. Large compact grower.

Hinodegirl—Midseason. Large single red flower. Compact grower with good green foliage.

Christmas Cheer — Midseason. Lovely Christmas-red color flower of the hose-in-hose type. Compact. Deep green foliage.

Yayegirl — Late. Brick red hose-in-hose flower. Light green foliage.

Vesuvius—Midseason. Brilliant flaming red single flower. Foliage dark green, glossy.

SALMON

Bridesmaid — Midseason. Bright, single salmon flower, in cluster. Small foliage, bright and glossy.

Salmon Prince—Early. Beautiful light salmon, single flower. Free blooming. Compact grower.

Salmon Queen — Midseason. Lovely salmon-pink hose-in-hose flower. Compact grower.

WHITE

Snow—Midseason. Pure white hose-in-hose flower. Glossy green foliage. One of the best whites.

Avalanche — Midseason. Single white flower in large clusters. Dark green glossy foliage.

VARIEGATED

Apple Blossom—Midseason. Beautiful single flower, resembling the Apple Blossom. Salmon-pink with light center. Leaves glossy green.

Mountain Laurel—Midseason. Single flower, shaded like Mountain Laurel, white with pink. Dark green foliage.

Peach Blow—Midseason. Flowers a lovely shade of peach blossom pink, single.

PURPLE

Amoena—Midseason. Rose-purple flower of hose-in-hose type. Compact grower.

PRICES OF JAPANESE AND KURUME AZALEAS

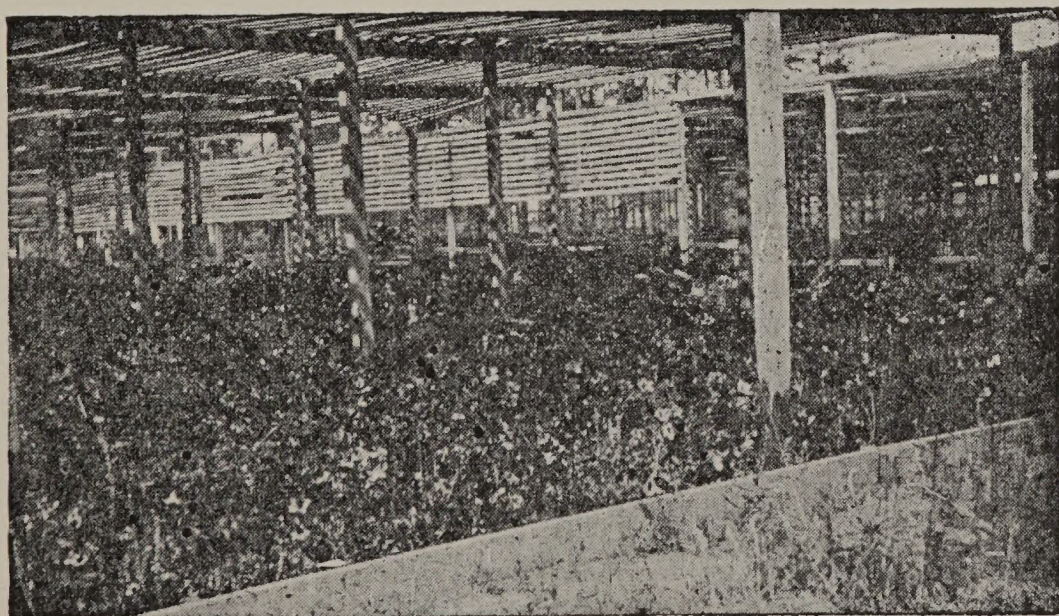
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15 inch, with Buds....	\$1.50	\$15.00	\$115.00
18 inch, with Buds....	\$2.00	\$20.00	
20-24 inch, with Buds	\$2.50	\$25.00	

All Plants Balled and Burlapped.

No charge for Packing

Cash with Order

All Prices are F. O. B. Summerville, S. C.



Showing Plants under slat frames
to give partial shade.

PLANTING AND CULTIVATION

All types of Azaleas can be grown easily if a few instructions are followed. Azaleas may be planted from the first of October until June. They require a rich, dark, acid soil, therefore, no lime should be used. Leaf mold or peat helps to retain an acid condition and also keeps the soil loose and free from packing, as Azaleas do not thrive in a sticky soil. This is why our customers are so well satisfied with our plants, since our Azaleas are grown under these conditions and are not retarded in growth by transplanting and shipping. If there is any clay where you wish to plant Azaleas, remove it, digging a large hole with plenty of space for the roots to spread and about 18 inches deep, loosening the ground 6 inches deeper for good drainage, then fill in with leaf mold mixed with dark soil.

Care should be taken when planting Azaleas, as, they should not be planted any deeper than they were growing at Nursery; the ball of roots being covered with no more than one-half inch of soil press soil firmly. After planting, water freely and often to keep soil moist until plants are well established. A mulch of leaves, about 2 or 3 inches deep, helps to hold the moisture and keeps the sun from baking the roots, for Azaleas are shallow rooted. They should be watered frequently in dry weather.

Partial shade is best in planting Azaleas, although they will grow in full sunshine, provided they are well mulched with leaves and are watered often. Cotton seed meal is a good fertilizer and should be applied to plants in the spring, after the cold weather is over—but, should not be used later than May.

If these instructions are followed, you will not have any trouble in growing Azaleas successfully. Place your orders now for Azaleas, so that you may enjoy their entire blooming season. When ordering from us you are assured of the best plants.

Our Nursery is located north of Summerville
on State Highway No. 2.

VISITORS ARE ALWAYS WELCOME

